



Export News

U.S. EXPORT ASSISTANCE CENTER
HOUSTON, TEXAS

June 2005

www.buyusa.gov/houston

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WHO WE ARE ...

The Houston U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. For more information on the CS, visit www.export.gov/cs.

EXPORT EXCELLENCE'S

PAT FOLEY AWARD

On May 24, the Houston District Export Council and the Houston Export Assistance Center, in cooperation with the Port of Houston Authority and the Houston Airport System, held its inaugural Export Excellence Awards ceremony at the Hilton Americas-Houston. The Export Excellence Awards honor Houston-area companies, organizations or individuals that excel in the promotion of exports. The award highlights the crucial role of exports to the area economy and recognizes the recipients' efforts to promote and expand exports.

The 2006 awards will be named after Ms. Pat Foley, an icon in Houston's international trade circle in honor of her commitment and service to the Houston export community. Jim Kollaer, president and CEO of the Greater Houston Partnership was the key note speaker and recipient of the Export Excellence Leadership Award for his outstanding stewardship and support of the Houston business community over the past 15 years. Mark Joye, chairman of the Houston DEC, and Mr. Neal Burnham, deputy assistant secretary, Domestic Operations, U.S. Commercial Service, were on hand to present Ms. Foley and the other nine recipients their awards. Ms. Foley received a sustained standing ovation from the over 120 attendees.



Deputy Assistant Secretary Neal Burnham (left) and Mark Joye award Pat Foley (right) with the 2005 Export Excellence Award.

Export Excellence Pat Foley Award Honorees:

Leadership	Jim Kollaer
Export Excellence	Pat Foley
Exporter	Ralph Lopez
Freight Forwarder/Custom Broker	Rey Gonzales
Financial Institution	TD Securities
Legal	Najla Tanous
Association	Houston Air Cargo Association (HACA)
Transportation	Alistair McNab
Public Sector Advocacy	James Cook
Private Sector Advocacy	George Donnelly
Regulatory	Gene Christensen

The Export Excellence Awards will become an annual event, held in May in honor of World Trade Week. Please contact Duaine Priestley at duaine.priestley@mail.doc.gov for additional information.

USEAC CLIENT-HEADWORKS INC ON HOUSTON 100

The hard work and entrepreneurial spirit of Headworks Inc., a long-time client of the USEAC was recognized recently as a Houston Small Business 100 company by the *Houston Business Journal*. In addition to being one of Houston's fastest growing small businesses, Headworks received additional accolades as an Enterprise Champion.

Headworks Inc.'s CEO Michele LaNoue, a member of the Houston District Export Council (DEC), noted that the company achieved a large amount of its success through exporting. Headworks is an active USEAC client, having used a variety of services including the Gold Key, trade events and export counseling. Of Headwork's 51% growth in the previous year, 15% has been international.

EXPORT FELLOWS:

TRAINING STUDENTS ABOUT EXPORTING

NEXT PROGRAM SCHEDULED FOR RICE UNIVERSITY IN THE FALL

The District Export Council partnered with Houston Community College and University of St. Thomas, respectively, in the first two sessions of Houston's Export Fellows program. Since, the first session in April at HCC, over 20 students have completed the training. Each session includes three nights of lectures, an international business project and team dinner. The objective is to provide training on export basics as a foundation for students considering a career in international business. For details on upcoming sessions, please contact our office.

HOUSTON AIRPORT NEWS



IAH OPENS INTERNATIONAL MEDICAL VISITOR LOUNGE

The new lounge at Bush Intercontinental Airport (IAH) opened on May 19. The lounge provides medical visitors a comfortable place to rest and transportation assistance to the Texas Medical Center (TMC) hospitals. It is located on the ground floor of the new International Arrivals Building, Terminal E.

WI-FI AT AIRPORTS

The Houston Airport System (HAS) announced the availability of Wi-Fi access at Bush Intercontinental Airport (IAH). Wi-Fi is also available at Hobby Airport. Service is available for a fee.

MARKET OF THE MONTH: SOUTH KOREA

The Republic of Korea (South Korea) is a market of many opportunities for experienced American companies of all sizes. In 2003, South Korea was the 11th largest economy in the world, 3rd largest economy in East Asia, and 7th largest U.S. trading partner. There are many options for entering the Korean market. For most companies just entering the market, securing local representation is the most successful route. Best prospects for U.S. exports to Korea include: wireless broadband equipment and services; security services and products; cosmetics; health care products; and defense/aerospace. For more information, see <http://www.buyusa.gov/korea/en/marketofthemonth.html>.



E-COMMERCE TOOLBOX SITE ADVISES ON USING THE INTERNET TO EXPORT

The new *E-commerce Toolbox* site provides information on various topics including: assessing your target market and developing an appropriate website; considering taxes, shipping and other legal issues; business basics that are unique in the online marketplace; and a summary of research on the top Internet-use markets. With examples and links to valuable resources, this site provides the new e-exporter with concrete "tools" to access opportunities online. See <http://www.export.gov/sellingonline/>.

COMMERCIAL NEWS USA CHINESE EDITION

Commercial News USA

The September/October 2005 issue of *Commercial News USA* will be translated into Chinese and distributed in China. *Commercial News USA* is a premiere export promotion vehicle for promoting U.S. goods and services. The magazine's English language version is distributed directly to 400,000 businesses in more than 145 countries around the world. Deadline July 8. For details, see http://www.thinkglobal.us/pdf/cn_china_flyer.pdf.

CHILE: ALL WOOD PACKAGING MATERIALS MUST BE TREATED AS OF JUNE 1

Starting June 1, 2005, all wooden materials including pallets and other wood packaging materials will have to be treated with a special fumigation and require a specific mark to be allowed into Chile. For details, please contact our office.

LIBYA: GOVERNOR OF BENGHAZI SPEAKS TO BILATERAL U.S. -ARAB CHAMBER

His Excellency Embarek El-Shamekh, governor of the Province of Benghazi and former prime minister of Libya recently addressed an audience organized by the Bilateral U.S. -Arab Chamber of Commerce and Texas Childrens Hospital. Revitalization of the country's oil and gas industry was discussed as well as increasing investments in tourism, healthcare, education and infrastructure. By the end of 2005, a free-trade zone 200 km east of Tripoli is expected to be established.

A trade mission to Libya is being considered. Interested companies should contact our office. For more information on the Bilateral U.S. -Arab Chamber see www.arabuschamber.org.

INTELLECTUAL PROPERTY PROTECTION: 2004 USTR SPECIAL 301 REPORT RELEASED

The Office of the U.S. Trade Representative released its annual "Special 301" report on the adequacy and effectiveness of intellectual property rights (IPR) protection around the world. For details on this year's review, see http://www.ustr.gov/Document_Library/Press_Releases/2005/April/Special_301_Report_Finds_Progress_Need_for_Significant_Improvements.html

U.S. EXPORTS TO CAFTA-DR NATIONS ON THE RISE!

U.S. merchandise exports to the CAFTA-DR (Central America Free Trade Agreement-Dominican Republic) region totaled \$15.7 billion in 2004—an increase of \$2.2 billion above the 2000 level. U.S. export growth to the CAFTA-DR region has outperformed overall U.S. exports. From 2000 to 2004 export shipments to the CAFTA-DR group expanded by 16.4 percent, more than three times the 4.8 percent growth of overall U.S. exports. Information sheets detailing the benefits of the CAFTA-DR on a state-by-state basis are now available online. To learn how this trade has benefited Texas, go to http://ita.doc.gov/cafta/state_exports_to_cafta/texas.pdf.

Please see p. 4 for a seminar on CAFTA, June 8th .

BIS EXPORT ENFORCEMENT - MAJOR CASE LIST KEEPING THE MOST SENSITIVE GOODS OUT OF THE MOST DANGEROUS HANDS

The Bureau of Industry and Security (BIS) administers and enforces U.S. export control laws to advance U.S. national security, foreign policy, and economic interests. To view a recently released list of their major cases, see <http://www.bis.doc.gov/ComplianceAndEnforcement/MajorCases050505.pdf>.

KEY PROGRAMS OF THE U.S. COMMERCIAL SERVICE/EXPORT ASSISTANCE CENTER:

Gold Key Service

Cost: \$700-\$800 per country/region

Before you head overseas, we will set up appointments for you to meet with interested potential business partners. The cost above is for the first day. The price for each subsequent day is approximately \$400. Just be sure to give us 4-6 weeks notice.



International Partner Search

\$500-\$800 per country/region

We will find the distributors/strategic partners who are interested in YOUR product or service, and provide you with contact information and a description of their activities in the market.

International Market Research Reports

Free or variable cost

Give us a call to see what new free reports have been sent to us by our commercial officers overseas. For a fee we can provide market research answering your specific questions.

Trade Shows/Catalog Shows

Various Locations/Costs

We can assist you with identifying international trade shows in your industry sector. For many of these shows, the Commercial Service organizes a U.S. Pavilion or staffs a catalog booth for a reduced price.

Call our office for further details at 281-449-9402.

ADVANCE FEE FRAUDS

The connection between the various types of advance fee frauds is the demand for advance fees or payments before the promised transaction. The fee requested usually comes in the form of:

- | | |
|-------------------------|--------------------------------------------------------|
| • Legal Fee | • Communication Fee |
| • ECOWAS Fee | • Storage Fee |
| • Drug Clearance Fee | • Release Fee |
| • Value Added Tax (VAT) | • Legal Fee |
| • Audit Fee | • Transaction Fee |
| • Terrorist Certificate | • Insurance Fee |
| • Transfer Fee | • National Economic Recovery Fund |
| • Processing Fee | • Bribe; Gift To Government Officials, Demurrage, Etc. |
| • Licensing Fee | |
| • Registration Fee | |

If you receive what appears to be an attempt of Advance Fee Fraud, do not give out any personal information or money. See the advisory information at: www.treas.gov/ussf/alert419.shtml.

TRADE LEADS

To view announcements from qualified international companies looking to source U.S. products and services, see our new trade leads database, at http://www.export.gov/eac/trade_leads.asp.

For details on the following lead, please contact our office at Houston.Office.Box@mail.doc.gov.

SOUTH AFRICA: MODULAR HOUSING

Government seeks partner to construct low cost modular housing from concrete filled polystyrene.

CHANGES IN CHINA'S BANKING SECTOR CREATE OPPORTUNITIES FOR TECHNOLOGY FIRMS

On December 11, 2006, China will officially open its banking sector to foreign banks, removing geographical and client restrictions and allowing foreign banks to conduct Renminbi business. As a result, China's banks are looking for technologies and know-how in order to compete.

China's Banks Need:

- Credit Analysis & Financial Planning Training and Software
- Operations and Information Management Systems
- Networking and Security Solutions
- Digital/voice/video technology and wireless networks
- Data storage technology and Call Center Solutions
- Bank Card Technology

Upcoming Trade Show:

China International Exhibition on Financial Banking Technology and Equipment 2005 in Beijing, Sept 18-21. For details on a U.S. pavilion at the show, see <http://www.buyusa.gov/china/en/ciftee2005.html>.

TRADE EVENTS

BRAZIL PORT MODERNIZATION VIDEO CONFERENCE

Houston U.S. Export Assistance Center
June 7

Cost: Free. To attend, please contact Duaine Priestley at duaine.priestley@mail.doc.gov or 281-449-9406.

CAFTA SEMINAR

Greater Houston Partnership
June 8

Senior Commercial Officer Mitch Larsen, CS Guatemala City will provide an overview of opportunities for exporters as a result of the pending Central American Free Trade Agreement (CAFTA). Cost: \$10. To register, contact Kristin Culwell at 713-844-3636 or kculwell@houston.org.

ORGANIZATION OF WOMEN IN INTERNATIONAL TRADE-HOUSTON

US-ARAB ECONOMIC FORUM:

OPPORTUNITIES IN THE MIDDLE EAST

Criterion Catalysts & Technologies LP
June 9

An overview of the upcoming Forum being held in Houston this fall. Cost: Members \$5/ Guests \$10. To attend, email dpatrick@atlexpress.com.



ENTERING INTO THE INDIA MARKET

Greater Houston Partnership
June 23

Learn more about why India is a hot destination for exports. Cost: \$5. To register, contact Kristin Culwell at 713-844-3636 or kculwell@houston.org.

DOING BUSINESS IN MEXICO SEMINAR SERIES

Houston Community College (HCC) presents an inaugural summer series of business seminars taught by professors from Mexico's premier university, Instituto Tecnológico de Estudios Superiores de Monterrey (Tec de Monterrey). Eight, 12-hour, seminars will focus on the techniques and strategies for earning profits across the border. Five of the seminars will be taught in English. Cost: \$325 per course (\$399 after June 20). For details, contact our office, or Southeast College at 713 718-7580 or espanol@hccs.edu.

African Growth & Opportunity Act (AGOA) Forum

Dakar, Senegal
July 18-20

Participating U.S. companies will learn more about business opportunities in Africa and access key African government and business leaders. For details email nyamusi.igambi@mail.doc.gov.

Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. *If you would like to be removed from this mailing list, please contact the Houston Office.*

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ENERGY NEWS AND EVENTS

CS STAFF ACTIVELY SUPPORTING U.S. EXPORTERS AT OTC 05



The U.S. Department of Commerce once again actively participated in the Offshore Technology Conference (OTC) 2005 which was held here in Houston, May 2-5. Over 50 U.S. companies met in private counseling sessions with CS overseas oil and gas specialists from 14 countries as well as our government finance partner, the Export-Import Bank (Ex-Im). The sessions covered market prospects, how to identify an agent or distributor, regulatory issues and upcoming trade events among other questions unique to each company.

DOC organized the three Industry Breakfasts focusing on Canada, Norway and Libya. Additionally, Ex-Im Bank's Director Linda Conlin was the speaker at a Topical Lunch on Ex-Im's programs and case studies on financing energy industry projects worldwide, both for the large and small exporters. Director Conlin's remarks also covered their preliminary commitment of \$1 billion to Algeria's state-owned oil company, Sonatrach. For more details on opportunities with Sonatrach, see <http://www.exim.gov/about/factsheets/sonatr.html>.

Other activities during the week included supporting *World Energy* magazine's breakfast recognizing Trinidad & Tobago as *Country of the Year* and the Houston-United Arab Emirates Sister-Cities breakfast. This year CS led a 70-member delegation from the UAE to OTC. CS staff led or assisted over 500 foreign delegates from 19 countries who attended the event. Delegation lists were sent out to our office's oil and gas client base prior to the show. If your company would like a copy of these lists, please contact our office.

Your comments please!

If your company took advantage of CS activities at OTC which contributed to an export sale or to signing a new overseas agent, distributor or representative we would like to know. Your comments are confidential, but GREATLY assist our organization. Your success is our success too! ***It is as easy as pressing Reply on the newsletter email, and writing SUCCESS STORY in the subject line. We will call you for details. Thank you!***

ENERGY MARKET RESEARCH

NEW CS MARKET RESEARCH REPORTS

- ★ Brazil - Petrobras in Espirito Santos State
- ★ Chile - Energy Sector
- ★ Egypt - Offshore Oil and Gas
- ★ Jordan - Energy Sector
- ★ Kazakhstan - Oil & Gas Field Equipment
- ★ Philippines - Oil & Gas Field Equipment
- ★ Thailand - Oil & Gas Pipelines
- ★ Russian Far East Continental Shelf
- ★ UAE - Oil & Gas Field Machinery

For copies, please contact our office.

ACORE'S RENEWABLE ENERGY PHASE II EVENT

The CS Renewable Energy Team has compiled the speeches that were presented at the American Council on Renewable Energy (ACORE's)

"Renewable Energy In America, Phase II." To obtain copies, please contact our office.

ENERGY EVENTS

For further details on how the following trade events can assist your exporting efforts, please contact our office.

SIXTH US-CHINA OIL & GAS INDUSTRY FORUM

New Orleans, LA

June 28-29

Public/private sector forum to pursue common oil and gas industry goals. Cost: \$295. Space is limited.

LAGCOE 2005 - EXPERIENCE THE ENERGY

Lafayette, LA

October 25-27

Louisiana Gulf Coast Oil Exposition (LAGCOE) 2005 celebrates 50 years of the latest technology, equipment & services for the energy industry.

MEXICO OIL & GAS 2005

Tabasco, Mexico

November 8-10

ASCOPE GROUP

Manila, Philippines

November 30-December 3

The ASEAN Council on Petroleum (ASCOPE) showcases technologies, products and services that attract oil companies, government officials, traders, suppliers, and other key decision makers. There will be an official USA Pavilion.